



2008 Emerging Leaders Fellowship in Media Management

Now accepting applications

Fifteen selected fellows to attend a six-week US-based fellowship program this fall exclusively for media managers from the Arab World

Applicants are:

- » current media managers and supervisors with at least five years of media experience
- » motivated and focused to develop their home outlet
- » interested in improving business and management skills as they pertain to media
- » proficient in English
- » citizens and residents of: Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia, the United Arab Emirates, Yemen, West Bank and Gaza

Fellowship Dates: October 8 – November 18, 2008

At Northwestern University Media Management Center

fellows attend a three-week, customized, executive training in October on issues and trends relevant to today's media managers, including:

- Leadership
- Marketing & Advertising
- Digital and Print Media
- Global Best Practices
- Strategic Planning
- Negotiations
- Electronic Media
- ...and more

Each fellow is individually **matched with a US Host Outlet** the first two weeks in November based on the fellow's skills, expertise, and priority issues. Past host outlets include:

- Washingtonpost.com
- Pittsburgh Tribune Review
- National Geographic
- The Associated Press
- ABC News
- WBUR

This year fellows have the unique opportunity to experience American media coverage of the **2008 US Presidential Election** on November 4th.

In its third year, the fellowship has helped alumni to:

- » enhance their leadership & management skills
- » find innovative solutions to the challenges they face
- » help make their outlets more viable & sustainable

This wonderful experience challenges traditional mind-sets and provides creative thinking and strategic approach about media, strategy, and business.

– 2006 Fellow

Before I joined the program, I had [little] knowledge about management and finance. I can say now that I have a different approach--a broader and deeper one. My editorial expertise is now enriched with a background of management techniques which I hope will make my leadership more solid and creative.

– 2007 Fellow

**Applications are due
April 25th 2008**

For more information or to obtain an application, please visit:

www.irex-mena.org or
www.ammannet.net/fellowship